



**Performance Coaching  
International**

# Courageous Conversations

## Are you feeling courageous?

How effectively do your managers have the difficult conversations your business needs them to? Research shows they're probably not faring well. That's why we invented the Courageous Conversations movement, to help organisations discover the missing link to high performance.

**72%**  
of a manager's  
**WASTED TIME**  
has root cause in  
**NOT HAVING A**  
conversation



(KPMG)

**27%**  
said they had  
**PUT OFF**  
a conversation  
FOR MORE THAN  
one year



(PCI)

### The problem

Seven in every 10 managers are unable or unwilling to face performance or behavioural issues in their teams. Of the remaining three, two will tackle issues badly. Maybe they'll be too aggressive or overfriendly, or worse still just hint and hope for the best. That leaves only 10 per cent of your leaders having purposeful conversations in a style that works.

### How we solve it

Our Courageous Conversations programme equips leaders with the mindset, practical tools, skills and language to deliver value through people. Delegates return with greater confidence and resilience in challenging situations, more skilled at open and honest communication, and better able to drive the behaviours of a high performance culture inside their organisations.

**70%**  
of managers are  
**UNWILLING  
OR UNABLE**  
“ to have a ”  
courageous  
conversation

(PCI)

**1**  
IN  
**3**  
**MANAGERS**  
say they've  
**seen**  
  
**INAPPROPRIATE  
BEHAVIOURS**  
which lasted over  
**5 YEARS**

(PCI)

**80%**  
OF **MANAGERS** SAID  
**DIFFICULT**  
conversations  
 are a **KEY**  
**PART**  
of their job

(Deloitte)

## What to expect

We believe in a one-size-fits-one approach. That means we tailor-make an interactive workshop that reflects the practical and cultural needs of each client.

Whatever that looks like, as a rule of thumb every delegate takes away:

- Links to your organisation from performance research insights
- Our 'CLEAR' framework for conversations with direct reports, peers and line managers
- A five-step planning process for staging difficult discussions
- The language they should choose (and avoid)
- Techniques of non-verbal communication that enhance flow and impact



We also equip them to deal with the aftermath of courageous conversations:

- Emotional reactions: anger, withdrawal or crying
- Diversionary tactics: blaming you, others, or a process
- Excuses and how to handle them
- Managing impacts on the rest of the team

## Why choose Performance Coaching International?

Performance Coaching International is credited for being the global thought leader in the Courageous Conversations movement, as featured on the BBC. Choosing us means choosing an expert team of 97 culturally-varied coaches spanning 38 worldwide locations.



## I want it! What now?

Let's start with a conversation, potentially a courageous one, but definitely one to set your team, your organisation - and you - on a journey towards richer, more sustainable high performance.



**Contact us today:**

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